

AMENDMENTS TO THE CLAIMS

1. (Original) A system for displaying advertisements comprising:
a web browser which can retrieve files, interpret Javascript, and display web pages, a first internet server which includes a web page that includes an advertising macro tag, a second internet server which includes a Javascript file,
an advertisement server which provides advertisements in response to links from said browser,
said macro tag including a link to said second internet server,
said Javascript file including a link to said advertisement server,
whereby said Javascript file is executed and an advertisement is displayed each time said web browser accesses said web page.

2. (Previously Presented) The system recited in claim 1 wherein said macro tag has commands to access said advertisement server if said web browser does not have the capability of executing Javascript.

3. (Previously Presented) A system recited in claim 1 wherein said web page contain HTML code.

4. (Currently Amended) A method of linking to an advertisement server from a web page, including on said web page a macro tag with a link to a file on a command server, said file including Javascript commands which include a link to said advertisement server, whereby advertisements called for by said macro tag are displayed.

5. (Previously Presented) A system which includes browsers which link to web pages, comprising a command server which includes a command file with links to an advertisement server, said web pages including

macro tags which direct browsers to retrieve said command file on said command server,

whereby said browsers are directed to retrieve advertisements from said advertisement server when they access a web page.

6. (Previously Presented) A system for displaying an advertisement on a user's computer in response to commands in a macro tag on a web page which is accessed by an internet browser on said user's computer, said system comprising,

a first server with a file that contains a series of commands that can be executed by said browser,

a second server that contains said advertisement,

a link to said file in said macro tag,

a link to said second server in said file,

whereby when said macro tag is executed by said browser, said file is retrieved and said link in said file is executed to retrieve said advertisement and to display said advertisement on said user's computer.

7. (Original) The system recited in claim 6 wherein said file contains Javascript commands.

8. (Original) The system recited in claim 6 wherein said advertisement is a gif-image or a Java applet.

9. (Original) The system recited in claim 6 wherein said file contains Javascript.

10. (Previously Presented) In a system where users access web pages using a browser,

a web page that includes a macro tag with a reference to a file on a first server, whereby said browser links to said file when said web page is processed by said browser, said file including a link to an advertisement server having an advertisement in a file, whereby said advertisement is displayed by said browser when said file is processed by said browser.

11. (Original) The system recited in claim 10, wherein said file contains Javascript.

12. (Original) The system recited in claim 10 wherein said macro tag contains a series of HTML statements.

13. (Original) The system recited in claim 11 wherein said macro tag contains a series of HTML statements.

14. (Original) The system recited in claim 11 wherein said macro tag includes a line to said advertisement server which is executed if said browser can not execute Javascript.

15. (Original) The system recited in claim 10 wherein said system determines the characteristics of said browser and executes instructions compatible with said browser's characteristics to display said advertisement.

16. (New) A system for displaying advertisements comprising:
a web browser which can retrieve files, parse HTML code and display web pages;
an advertisement server for providing advertising content;
a Javascript file which includes a link to said advertisement server and commands for requesting the advertising content from the advertisement server;

a web page server which includes a web page that includes a tag,
the tag including a reference to the Javascript file,

whereby, the Javascript file is executed and the advertising
content is displayed each time the browser accesses the web page.

17. (New) A method for referencing to an advertisement
server from a web page, the method comprising:
including in the web page a reference to a file;
including in the file a link to said advertisement server and
Javascript commands for requesting an advertisement from the advertisement
server.